YOUR RESUME

Julie Carroll, Outcomes Lead

LEARNING OBJECTIVES

‣ Review recent Outcomes Assignments
‣ Understand your resume "user" and their goals and pain points
‣ Develop a strong resume in your field, utilizing human-centered design
‣ Understand key objectives of a cover letter

OUTCOMES ASSIGNMENTS

LET'S SAY YOU'RE A "RECRUITER"…

YOU HAVE 10 SECONDS

YOUR RESUME

RESUME #1

MOLLENE K. DENTON

PHONE: (630) 864 - 0187 • EMAIL: mollene@gmail.com • PORTFOLIO: www.behance.net/mollene

University Address:
Carnegie Mellon University, SMC 7079
Pittsburgh, PA 15289

Permanent Address:
829 Heatherton Dr
Naperville, IL 60563

EDUCATION

Carnegie Mellon University (Pittsburgh, PA)
Bachelors of Science, expected May 2017, GPA: 3.55/4.00
Concentration: Computational and Applied Math; Minors: Computer Science, Economics, and Communication Design
Awards: Dean's List for Fall 2013, Carnegie Mellon Institutional Scholarship, Helen Wilson Thompson Foundation Scholarship, Andrew
Carnegie Society Legacy Scholarship, Four Year National Merit Scholarship

Naperville North High School (Naperville, IL)
High School Diploma, May 2013, GPA: 4.42/4.00
Awards: AP Scholar with Distinction, Illinois State Scholar, Distinguished Honor Role for 8 semesters (4.0 or higher)

North Central College (Naperville, IL)
June 2012 – March 2013, GPA: 4.00/4.00
Awards: Lederman Scholar merit award for high school students (Microeconomics, Macroeconomics, Ethics)

RELEVANT COURSEWORK

- **Mathematics:** Differential Equations, Matrices and Linear Transformations, Multivariable Calculus, AP Statistics
- **Computer Science:** Fundamentals of Programming and Computer Science
- **Economics:** Intermediate Microeconomics, Microeconomics, Macroeconomics
- **Design:** Communication Design Fundamentals, Research and Design (High School Level)

EXPERIENCE

School and Community Assistance for Recycling and Composting (SCARCE)   *March 2009 – April 2013*
Interned and volunteered at SCARCE, a non-profit organization that inspires people to care for the Earth.
- Proposed and was offered a data analysis internship that helped maximize donations and grants.
- Prepared promotional materials for environmental workshops, projects, and programs.
- Organized, sorted, and categorized unwanted books and school supplies that were re-used by places in need.

Naper Settlement, Outdoor History Museum   *June 2009 – October 2012*
Volunteered at a Naper Settlement, a non-profit organization that exposes visitors to 19th century living.
- Summer Camp Counselor: Guided campers (ages 5-12) in activities involved with 19th century life, science, and technology.
- Costumed Interpreter in Print Shop: Dressed in period clothing, educated visitors with history and printing press demonstrations.

PROJECTS

Fundamentals of Programming and Computer Science Term Project   *November 2013 – December 2013*
Designed and implemented a program using Python to search for and compare movies, as well as look for nearest theaters and Redbox kiosks.
- Gathered information through web scraping and use of APIs, and created user interface from original artwork.
- Demo can be seen at: http://www.youtube.com/watch?v=8Tp_KqDoBKQ

Independent Statistical Research Project, Cantigney Park Green Fair   *July 2012 – December 2012*
Surveyed the recycling habits of 214 adults in order to find ways to increase recycling behavior.
- Wrote paper, "Data Analysis of Recycling Habits: How to Help People Recycle More Things More Often", published at:
  http://www.scarceecoed.org/publications/reports.html

SKILLS

- **Mathematics:** Data Analysis, Regression Analysis, Probability Theory, Decision Theory, General Equilibrium Theory
- **Software:** Mac, PC, Linux, Microsoft Office, iWork, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- **Programming Languages:** Python, Standard ML (Basic)
- **Art:** Photography, Digital Art, Graphic Design
- **Languages:** English, French (Basic)

ACTIVITIES

Clubs: Math Team *2011-2013* (1st Place Junior-Senior 8 Person Team at 2012 Regionals, 2nd Place Junior-Senior 8 Person Team at 2012 State);
Science Olympiad *2009-2013* (2nd Place Anatomy and Physiology, 2nd Place Microbe Mission, and 3rd Place Forensics at 2012 Regionals);
Creative Writing Club *2009-2012* (2010 Scholastic Writing Contest Honorable Mention, Humor, "30 Ways to Make an Alligator Happy")
Interests: Watching movies, listening to music, playing video games, cooking, photography, traveling, blogging

RESUME #2

Andrew James Simpson
UX Designer

Madison, NJ 07940
908.400.2099

www.stamfordwebdesign.com/ux
www.linkedin.com/in/andyjsimpson

Professional Experience

Hitlist - Contractor
New York, NY - Oct. - Nov. 2014
Hitlist is a mobile app that helps you build a list of places you'd like to go, then alerts you when there are good deals to get to those places.
- Managed the final client project in General Assembly's UX Design Immersive.
- Evaluated existing app using competitive analysis, customer surveys.
- Setup and ran usability testing of the prototypes providing valuable feedback.
- Provide sketches, wireframes and a working prototype using InVision.
- Four new features for the app have been considered for implementation in 2015.
- Video: App prototype bit.ly/prototypehitlist

Stamford Web Design - Owner and Founder
UK - 2006 - Present - www.stamfordwebdesign.com
Own and manage a successful web design company which develops websites for personal and business clients. Accountable for all aspects of the business including pricing projects, delivery schedules, maintaining budgets and managing customer expectations. Oversee the actual design and deliverables provided by contractors.

- Great client liaison, working closely with the client whenever possible to ensure the project delivers exactly what the client has requested.
- Worked with over 300 clients during the past 9 years, totaling 100s of different projects.
- Over 85% client retention over the 9 years of being in business.
- Create targeted websites according to business and brand requirements.
- Managed the work of designers and developers who assist me in meeting customer requirements.
- Provide sketches and wireframes for client projects.
- Research and implement on keyword search terms and phrases to optimize site.
- Set-up Google Analytics - Use to support design decisions.
- Execute Adwords campaigns for clients.
- Produce newsletter packages in both Constant Contact and Mailchimp.
- Develop and maintain Social Media accounts (Facebook, LinkedIn, Twitter, Google+) on behalf of clients.
- Assist in creating brand style guides for clients.
- Provide training to clients in various software and tools, such as Wordpress and Photoshop.

Online Examples:
eCommerce: www.safe-t-workwear.co.uk
Company Site: www.onecallservice.co.uk
Events Site: www.peterborougharena.com
Facebook Community Page: www.facebook.com/StamfordUK
SEO Examples: *"Taper Pins"* - Technifast Ltd #2 Google UK
          "Bentley Car Covers" - Car Cover Shop #1 Google UK

Skills
- User Testing
- UX Design
- Sketching
- Wireframing
- Rapid Prototyping
- Search Engine Optimization
- eCommerce
- Content Management Systems
- Google AdWord Campaigns
- Social Network Management (Digital Marketing)
- Email Marketing
- Logo Design and Branding
- Ability to read code in VB, CSS, ASP, PHP, HTML and MySQL

Tools
- Illustrator and Photoshop
- Axure, Omnigraffle, InVision, Sketch
- Google Adwords and Analytics
- Google Webmaster Tools
- Wordpress and Joomla
- Keynote
- Constant Contact and Mailchimp
- BigCommerce
- Social Media – Twitter, LinkedIn, - Facebook, Google+

Teaching
General Assembly - Guest Lecturer
New York, NY - Oct. 2014 / Jan.2015
Wordpress
Instructed students on the basics of WordPress installation and customization.
SEO
Teaching the fundamentals of search engine optimization, SEO basics, an introduction to Google Webmaster Tools and Google Analytics.

YOUR RESUME

RESUME #3

MICHAEL BREWSTER
WEB DEVELOPER

152 Utica Street #5
Quincy, MA 02169
(617) 212-7611
michael.f.brewster@gmail.com
github.com/mfbrewster

WEB DEVELOPER SEEKING JUNIOR DEVELOPER POSITION

SKILLS
Javascript (ECMAScript 6)
Ember.js
Ruby
Ruby on Rails
SQL
postgresSQL
AWS
Handlebars
Git/Github
Node.js
Express.js
MongoDB
Mongoose
JQuery
AJAX
HTML5
CSS
Sass
Bourbon/Bitters

EDUCATION
September 2007 – May 2010
Juris Doctorate from Suffolk
University Law School

September 2003 – May 2007
Bachelor of the Arts in
Philosophy from Suffolk
University

EXPERIENCE
GENERAL ASSEMBLY, Web Developer
January 2016 – April 2016

Created full-stack applications both in teams and individually.
Learned best practices and good habits of solving problems in
web development.

➢ Created point-of-sale app "Trader-Aid," demonstrating ability
  to learn new concepts and technologies (Ember.js) and
  quickly implement them into a full-stack application.

➢ Demonstrated ability to make meaningful contributions in a
  team setting with "The Fridge" file bucket group project. Was
  responsible for coordinated UI interactions, database CRUD
  actions, and AWS file storage.

➢ Created full-stack application with database CRUD actions
  for "Diabetes Manager" individual project. Coded front-end
  UI and back-end API.

➢ Demonstrated basic concepts of front-end coding and
  design with "Tic-Tac-Toe" project.

MICHAEL F. BREWSTER, ATTORNEY AT LAW
May 2010 – Present

Has built and maintained a law practice specializing in estate
planning for past five years. Developed skills in communication
(both with clients and with other professionals), research,
independent problem-solving, and reading documents closely for
mistakes.

ODD JOBS
Research Analyst for Rubin/Anders Scientific: found expert
witnesses for large law firms preparing for litigation; **Food and
Drink Server** for Foundry in Somerville; **Pedicab Driver** for
Boston Pedicab.

OTHER INTERESTS
Runs the **Red Line Book Club** (meetup.com/The-Red-Line-
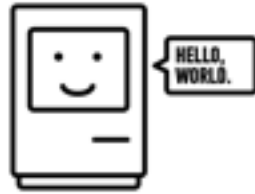Book-Club), plays **hockey**, **guitar**, and **chess**.

RESUMES + HUMAN-CENTERED DESIGN

‣ Who is your user?
‣ What are your user's goals?
‣ What are your user's pain points?
‣ What else should you consider?

WHAT MAKES A STRONG RESUME?

‣ Orient your reader within 5 seconds. Impress them within 10.
‣ Focus on where you are going, not where you've been.
‣ One page only.*
‣ Objectives are old-school.
   ‣ Use a headline or summary.
‣ Skills are a great hook.
   ‣ Provide **evidence** in Experience.

RESUME TIPS

‣ List your **accomplishments**, not just your **responsibilities**.
‣ Make your name BIG.
‣ Your resume needs to be a .pdf.
‣ Live and short links links to online portfolio + any social media that fits.
‣ You don't have to include college graduation year.

RESUME SECTIONS

WDI RESUMES MUST INCLUDE:

- ❏ Header: Name, email + phone, clean links to portfolio (+ Github)
- ❏ Skills: Languages, frameworks, and tools (prominently displayed)
- ❏ "Experience" or "Relevant Experience" section
    - ❏ GA usually goes here (not in Education)
- ❏ At least 3 GA projects
    - ❏ These can go under GA or you can have a "Projects" section
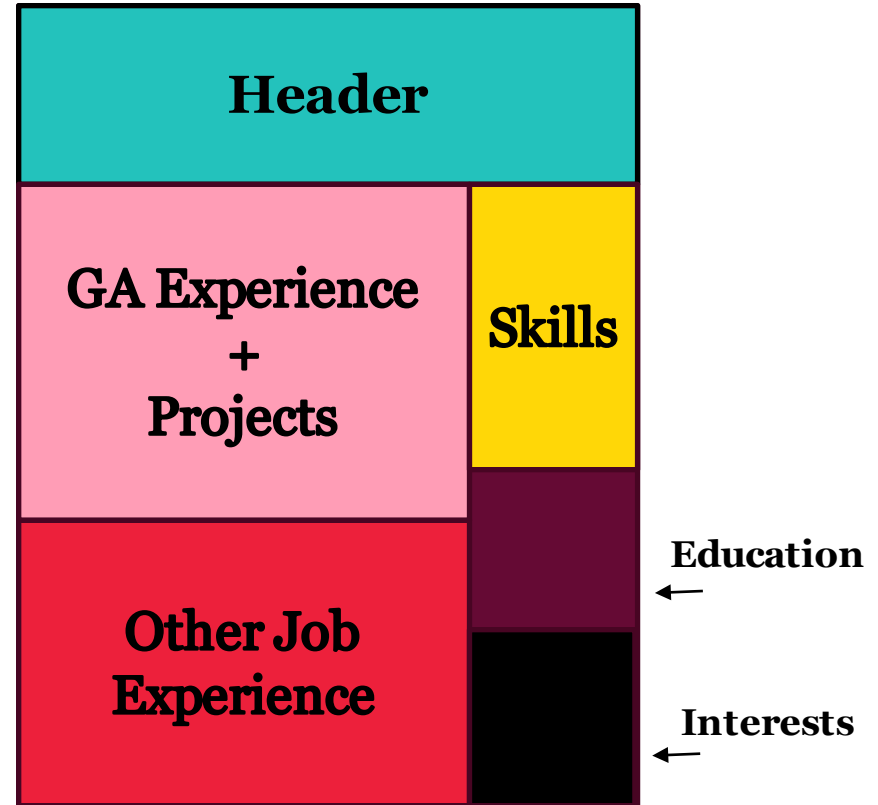- ❏ Education

RESUME SECTIONS

Optional sections

‣ Summary statement or key accomplishments
‣ Unrelated work experience can go under: "Other Experience,"
  "Accounting Experience," "Client-Facing Experience"
‣ Volunteering
‣ Interests (e.g. kayaking, woodworking, filmmaking)
‣ Additional skills (e.g. Native speaker of Spanish)
‣ Non-degree coursework

YOUR RESUME

YOUR TURN

DRAW A MOCKUP OF YOUR SECTIONS

- Put yourself in your user's shoes. What do they want to learn about you?

- What proportion of your resume should be devoted to GA/your new skills?

HI-FI

WRITE WORDS

Pick a section and start drafting text

RESUME TEMPLATES

Be careful! Don't all use the same template.

You don't need a template – you can build your own resume in Microsoft Word!

Creddle.io
enhancv.com
The Muse: 275 Free Resume Templates in Word
Canva.com

TAILOR, TAILOR, TAILOR

In life, we all have a bunch of different versions of ourselves
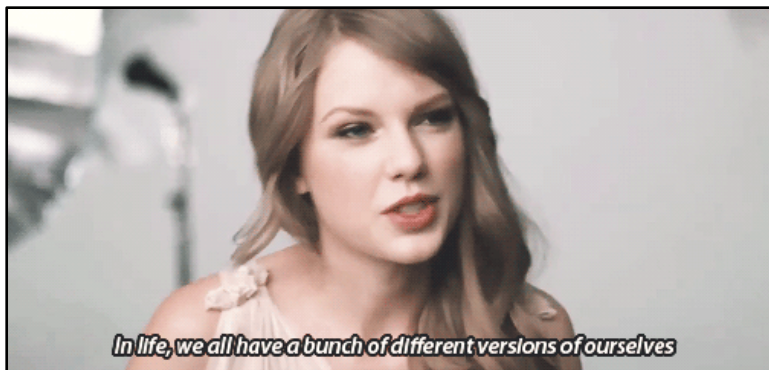
HELPFUL ARTICLES

- [4 Steps to Tailor Your Resume to the Job](#)
- Link shorteners: http://lnkdin.me/ and https://goo.gl/ and bitly.com
- [9 Key things hiring managers want on developer resumes](#)
- [Beat the ATS: Get your Resume into Human Hands](#)
- [Resunate](#) -- scan your resume through an ATS
- [Jobscan.co](#) - similar to Resunate

OUTCOMES ASSIGNMENT

COVER LETTERS

KEY OBJECTIVES:

- Why are you excited about **THIS** job?

- Why are **YOU** the best candidate for this job?

COVER LETTERS: TIPS

Keep it short and sweet (half a page).

Don't start with your name/introducing yourself. They have that info already.

Do include the hiring manager's name ([research to find it!](#))

Don't regurgitate your resume. This is your **pitch.** Make an argument, not a list.

Don't apologize for the skills you don't have.

Use numbers, measureables, key performance indicators.

Think custom, not canned. Tailor, tailor, tailor. Your reader should feel special.

But don't go too far...like this guy...

COVER LETTERS

---------- Forwarded message ----------
From: ████████████████████████████████
Date: Mon, Oct 7, 2013 at 11:28 PM
Subject: Your next sales associate
To: ████████████████

Hey ████████████

You're probably reading a lot of applications. And you're probably not enjoying yourself. I'm writing this cover letter, and I'm not enjoying myself, either. So, let me cut to the chase.

I won't pretend that your company's mission is my passion, but I do think sales are interesting, and you seem to have a strong background per your LinkedIn page. If you hire me, I'll show up for the hours you expect me to, and do what's asked, and you'll like me. Let's face it: That puts me ahead of 99% the applicants already.

I graduated from ███████████ and was well liked there. And you know the importance of that for sales. I'm willing to bet that you won't like the personality of most of the people who appear to be "qualified" for this entry-level position, based on the fact that if they've had time to meet the qualifications for this job by the time they graduated college, they likely have no social skills. As someone who was voted "Life of the Party" both in high school and my fraternity, you won't have to worry about hiring some stiff loser who will poorly represent the youthful image of your company, or any other worries you might have about your new hire being a cultural fit.

You'll notice that I haven't talked about what skills I have yet. Do I honestly need to? I went to an elite institution, and we all know I'd figure out how to use whatever programs you'd like me toil away with. Working at your company doesn't take a rocket scientist, and I think we both know that, but the type of person you hire will matter, especially for your size team.

Get back to me if you're looking for someone who you'll actually enjoy working with.

████████████████

HELPFUL ARTICLES

‣ Cover Letter Basics, The Muse: https://www.themuse.com/advice/the-painfree-cover-letter-builder

‣ How to Write a Cover Letter: 31 Tips You Need to Know , The Muse: https://www.themuse.com/advice/how-to-write-a-cover-letter-31-tips-you-need-to-know

Q&A
& EXIT TICKET

Exit ticket: https://ga-research.typeform.com/to/tKqUa1